

“POLL: More Albertans are considering the UCP than the NDP ahead of the 2023 provincial election. Inflation tops the list of concerns.”

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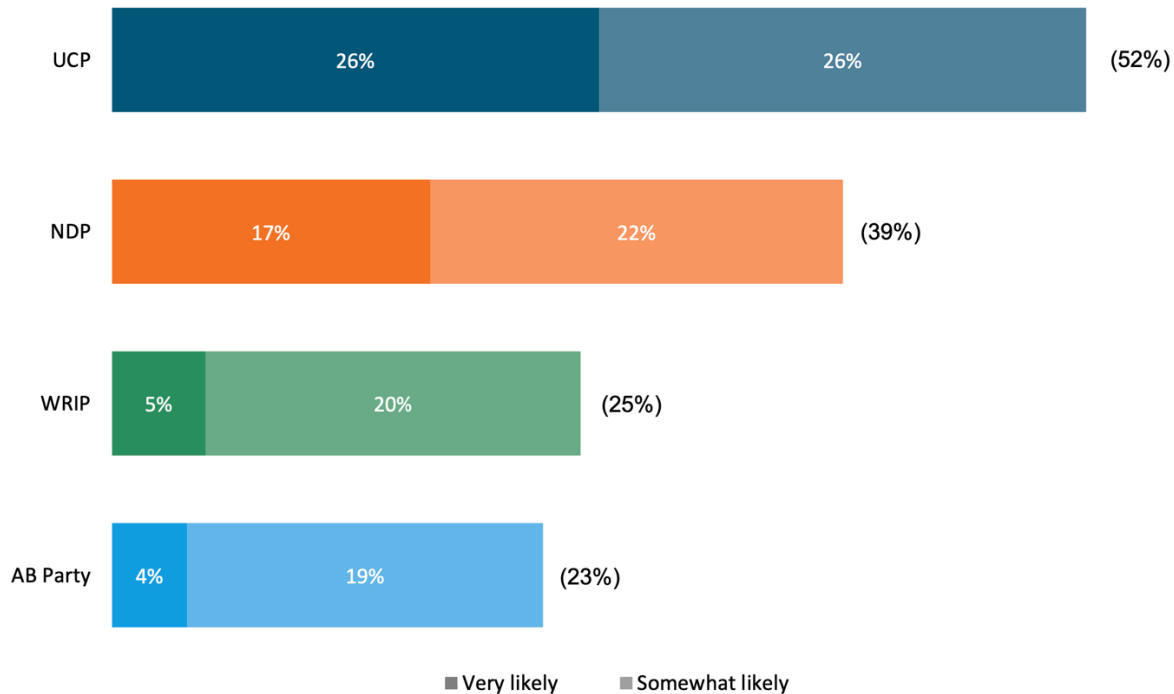
Calgary, AB (June 28, 2022): Today, exclusive polling data from Janet Brown Opinion Research was released at the Alberta Relaunch Conference, presented by New West Public Affairs.

The research examined openness to voting for various parties in the next Alberta provincial election (the United Conservative Party, the New Democratic Party, the Wildrose Independence Party and the Alberta Party), the most important issues of concern to Albertans, and the placement of Alberta voters on the left-right political spectrum.

Openness to Voting for Parties

Just over half of Albertans (52 per cent) say they are very likely (26 per cent) or somewhat likely (26 per cent) to consider voting for the United Conservative Party in the next Alberta provincial election, scheduled for May 2023. This compares to 39 per cent who are very likely (17 per cent) or somewhat likely (22 per cent) to consider voting the New Democratic Party.

Approximately one in four are very or somewhat likely to consider the Wildrose Independence Party (25 per cent) or the Alberta Party (24 per cent).



The next Alberta provincial election is scheduled for May 2023. How likely are you to consider voting for each of the following political parties? Would you be very likely, somewhat likely, not very likely, or not at all likely?

In the last provincial election in 2019, 55 per cent voted for the UCP and 33 per cent voted for the NDP.

According to Janet Brown, “In the aftermath of Jason Kenney’s decision to step down as leader of the UCP, most of those who voted UCP in 2019 seem to have put the UCP back on their consideration list.”

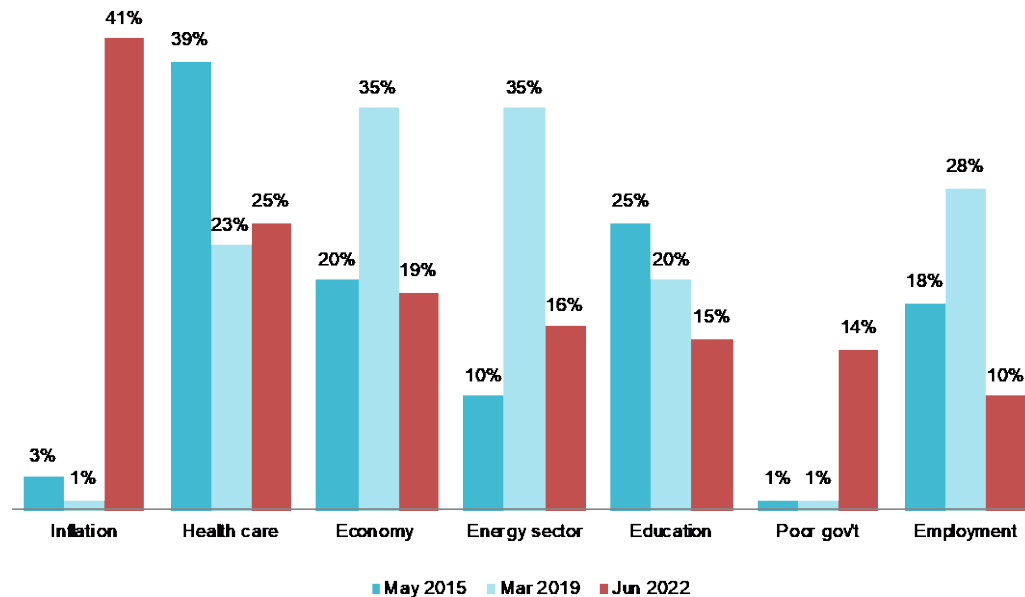
Janet Brown also notes, “The NDP has widened their support base, as more Albertans are considering the NDP today than voted for them in 2019. And the large proportion of voters who have the Wildrose Independence Party or the Alberta Party on their consideration list suggests there is a sizable appetite for alternative parties in Alberta.”

Most Important Issues of Concern

When Albertans were asked an open-ended question about what they believe are the most important issues facing Alberta today, inflation (including cost of living and rising prices) tops the list and is mentioned by four in ten Albertans (41 per cent). Health care (25 per cent), the economy (19 per cent), issues related to the energy sector (16 per cent), education (15 per cent), dissatisfaction with the government (14 per cent), and employment (10 per cent) are also commonly mentioned.

Understanding issues of concern helps provide context for how Albertans will ultimately vote at election time. Just after the NDP won a majority government in 2015, Albertans were primarily focused on social programs, such as health care and education. In 2019, when the UCP won a majority government, Albertans were mainly concerned with economic issues including the energy sector, the economy, and employment (which was translated to “Jobs Economy Pipelines” by the UCP).

“Today, Albertans are preoccupied with a mix of economic and social issues,” said Janet Brown. “And inflation is an issue no parties have had to grapple with in recent memory. Couple this with the fact that the UCP doesn’t have a permanent leader, and it’s hard to predict how people will ultimately vote in 2023.”



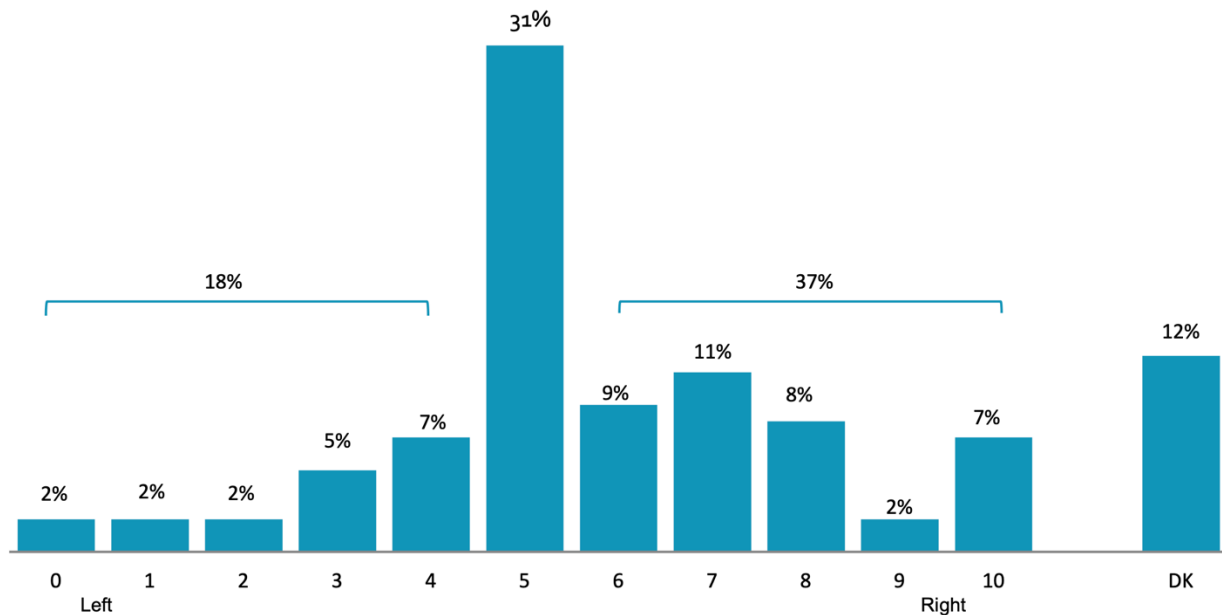
In your opinion, what is the single most important issue facing Alberta today?
 What other important issues are facing Alberta today?

This word cloud summarizes answers given when survey respondents were asked about the most important issues facing Alberta today. The larger the word, the more people who mentioned that issue.

The Political Spectrum

When asked to place themselves on a political spectrum where zero means left and ten means right, the average response given was 5.7 out of 10.0. Approximately three in ten (31 per cent) rate themselves as a five – in the middle of the spectrum. Among the rest, they are more likely to rate themselves on the right side of the spectrum (37 per cent) than the left side (18 per cent).

Janet Brown observed, “Alberta has a reputation for being a right-wing province. But this data suggests Alberta is a centrist province that leans to the right.”



In politics, people sometimes talk of left and right. Where would you place yourself on a scale from 0 to 10, where 0 means left, and 10 means right?

Alberta Relaunch

The data was released at Alberta Relaunch, a full-day conference on June 28 in Calgary where political and industry leaders, media personalities and public policy experts gathered to discuss Alberta’s future. The event was hosted by New West Public Affairs, and included Mark Carney (Vice Chair at Brookfield Asset Manager and Former Governor of the Banks of Canada and England), Lisa Raitt (Vice-Chair of Global Investment Banking at CIBC and Former Conservative Cabinet Minister), and Lisa Baiton (President and CEO of the Canadian Association of Petroleum Producers) as keynote speakers.

Janet Brown presented findings from her research at an afternoon session. This was followed up by a discussion of the findings featuring panelists Keith McLaughlin (Partner at New West Public Affairs), Sonia Kont (Senior Consultant, New West Public Affairs), and Scott Crockatt (Vice President at the Business Council of Alberta).

The findings were also discussed during a taping the CBC's West of Centre Podcast, which was recorded live at the conference, and featured host Kathleen Petty (Executive Producer at CBC News Calgary), Vassy Kapelos (Host of CBC News Network's Power & Politics), Kelly Cryderman (Alberta Reporter at the Globe and Mail), Zain Velji (Partner & Vice President at Northweather and Host of The Strategists Podcast), and Matt Solberg (Partner at New West Public Affairs).

About New West Public Affairs

New West Public Affairs is a privately-owned, national public affairs firm based in western Canada.

Headquartered in Calgary and with a team across the nation, New West offers businesses and organizations a full range of government relations and communication services.

New West helps our clients understand the relevant facts, the personalities and how governments make decisions. We combine our decades of experience in the private and public sector to provide research, and the latest intel to help our clients maneuver complex business and public policy landscapes. Finally, we work with our clients to develop a strategy, tactics, messaging, and a program of work designed to get results.

www.newwestpublicaffairs.ca

About Janet Brown Opinion Research

Based in Calgary, Janet Brown Opinion Research specializes in designing research projects that give clients a clear understanding of the audiences and stakeholders they want to influence. For some clients, this could include customers, potential customers, or employees. For other clients, it could include members, voters, or the general public.

Together with Trend Research, Janet Brown conducted the only poll during the 2019 Alberta provincial election with results that were within the margin of error for all political parties across every region in Alberta.

With over 30 years of experience in polling and marketing research, Janet Brown has developed a knack for asking the right people the right questions.

www.janetbrown.ca

Methodology

Polling was conducted between June 13 and 21, 2022 by Trend Research under the direction of Janet Brown Opinion Research. Results are based on a random sample of 900 Albertans, 18 years and older. The margin of error for a sample of 900 is +/-3.3 percentage points, 19 times out of 20. The margin of error for subsets of the sample will be larger.

Quotas were set to ensure a good representation of Albertans in terms of region, age, and gender. A minimal amount of weighting was conducted to ensure the data matched known population proportions from Statistics Canada.

Surveys were conducted using our “True Random Sample, Hybrid Delivery (TRS-HD)” methodology. This approach involves live telephone interviewers initially contacting respondents at random, and giving them the option of answering the survey over telephone at that time, answering over the telephone at a more convenient time, or receiving a link and answering the survey on-line.

The initial sample list contained approximately 50 percent landlines and 50 percent cellphones. Interviewers make up to five attempts, at five different times of day, to reach each phone number in the sample before classifying it as unreachable.

All surveys were conducted by qualified interviewers working out of Trend Research’s centralized CATI (computer assisted telephone interviewing) facility in Edmonton.

The interviewing staff at Trend receives extensive training on the proper administration of interviews and are closely monitored by supervisors. A minimum of 10 per cent of each interviewer’s work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Research Insights Council (CRIC).

Detailed data tables for this research can be found at planetjanet.ca/media-releases/

What sets this poll apart?

According to Canadian Research Insights Council (CRIC) standards of practice, a margin of error should only be reported for surveys derived from a random sample. Unlike non-random polls (such as online panels), this survey is based on a random sample, so it is possible to report on a margin of error.

Unlike surveys that are conducted over one or two nights, this survey was conducted over several nights so multiple attempts (up to five attempts, at five different times of day) could be made to ensure busy and hard-to-reach respondents were represented in the sample.

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